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EXAMINER

USTARIS, JOSEPH G

ART UNIT

PAPER NUMBER

2616

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9

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/745,339	JEANNIN ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Joseph G Ustaris	2616	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

1) Responsive to communication(s) filed on \_\_\_\_\_.  
 2a) This action is FINAL.                    2b) This action is non-final.  
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

4) Claim(s) 1-19 is/are pending in the application.  
 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) Claim(s) \_\_\_\_\_ is/are allowed.  
 6) Claim(s) 1-19 is/are rejected.  
 7) Claim(s) 1-4, 6-9, 11-14, 16, 17, and 19 is/are objected to.  
 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

9) The specification is objected to by the Examiner.  
 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
 a) All    b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

1) Notice of References Cited (PTO-892)  
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)  
 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
 Paper No(s)/Mail Date 6 and 7.

4) Interview Summary (PTO-413)  
 Paper No(s)/Mail Date. \_\_\_\_\_.  
 5) Notice of Informal Patent Application (PTO-152)  
 6) Other: \_\_\_\_\_.

**DETAILED ACTION**

***Claim Objections***

1. Claims 1-4, 6-9, 11-14, 16, 17, and 19 are objected to because of the following informalities: "the advertisement" should be written as "the multimedia advertisement" in order to be consistent throughout the claims. Appropriate correction is required.

***Claim Rejections - 35 USC § 102***

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1-4, 8, 9, 12-14, 16, and 17 are rejected under 35 U.S.C. 102(b) as being anticipated by Kikinis (US005929849A).

Regarding claim 1, Kikinis discloses a method of accessing a web site or "multimedia advertisement", wherein the web site is able to promote products or services, i.e. BMW cars, that is linked with an image entity or "video object" that is within a data stream or "video stream" (See Fig. 1, 2A, 2B). The web site is linked to the image entity via URL or "linking a multimedia advertisement to a video object in a video stream", where the web site is not displayed without being accessed by the viewer or "such that the advertisement is not displayed as part of the video stream without being accessed by a viewer of the video stream" (See Fig. 2A; column 5 lines 15-25). The image entity is displayed on a TV or "display" and when the viewer selects the image

the system begins accessing the web site or “accessing, upon viewer request, the advertisement linked to the object while the object is displayed, thereby causing the advertisement to be displayed in a multimedia format on the display” (See Fig. 2C; column 7 line 57 – column 8 line 10).

Regarding claim 2, “the step of accessing the advertisement comprises pointing to the video object using a pointing device, and clicking on the video object” (See column 7 lines 57-67).

Regarding claim 3, Kikinis discloses that multiple images entities can be defined, where each image entity is associated with a different URL, where inherently each image entity is “delineated” so that the viewer can select each image entity independently of any other image entities (See column 7 lines 10-28).

Regarding claim 4, the web site inherently have web links or “data” and when the viewer accesses the web links, the web links or “data” of the web site are “extracted” and inherently placed within a buffer or “data file”, that is separate from the “video stream”, by the system in order to access other web pages of the site using the browser (See Fig. 2C; column 7 line 57 – column 8 line 15).

Regarding claim 8, the web site inherently has web links or “searchable information”, wherein the web links provide information to locate other web pages, and when the viewer accesses the web links, the web links or “searchable information” of the web site are “extracted” by the system and fed to the browser or “search engine”, wherein the browser searches and locates the web page on the server (See Fig. 2C; column 7 line 57 – column 8 line 15).

Regarding claim 9, the URL to the web site may also be downloaded, where the URL serves as the bookmark to the web site or "bookmark to the advertisement" (See column 9 lines 1-3).

Claim 12 contains the limitations of claims 1 and is analyzed as previously discussed with respect to that claim.

Claim 13 contains the limitations of claims 2 and 12 and is analyzed as previously discussed with respect to those claims.

Claim 14 contains the limitations of claims 4 and 12 and is analyzed as previously discussed with respect to those claims.

Claim 16 contains the limitations of claims 8 and 12 and is analyzed as previously discussed with respect to those claims.

Claim 17 contains the limitations of claims 9 and 12 and is analyzed as previously discussed with respect to those claims.

### ***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 5-7, 15, and 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kikinis (US005929849A) in view of Kitsukawa et al. (US006282713B1).

Claim 5 contains the limitations of claims 1 and is analyzed as previously discussed with respect to that claim. Furthermore, Kikinis discloses that multiple images entities or “first and second objects” can be defined, where each image entity is associated with a different URL or “first and second advertisements” (See column 6 lines 50-55 and column 7 lines 10-27). However, Kikinis does not disclose “preparing a summary of at least the first and second advertisements”.

Kitsukawa et al. (Kitsukawa) discloses a method for providing on-demand electronic advertising. The system is able to provide a list of all the advertisements available for the products and services depicted in a program video scene or “preparing a summary of at least the first and second advertisements” (See Fig. 7; column 10 lines 5-28). Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify the set-top box disclosed by Kikinis to be able to provide a summary of all the URLs available in video program, as taught by Kitsukawa, in order to provide one convenient location for the viewer to easily locate additional information on all the products and services depicted on the display.

Regarding claim 6, Kikinis in view of Kitsukawa further disclose that the viewer can select “an advertisement from the prepared summary” (See Kitsukawa Fig. 7; column 10 lines 15-28). Furthermore, the web site disclosed by Kikinis in view of Kitsukawa provides an order form or “extracting purchasing information from the advertisement” to buy the product depicted by the image entity or “to enable the purchase of the video object linked to the advertisement”, i.e. purchasing a car from BMW (See Kikinis Fig. 2C; column 8 lines 34-37).

Regarding claim 7, Kikinis in view of Kitsukawa further disclose that the data stream carries electronic program guide (EPG) data, where inherently EPG data provides “a summary of the video stream comprising information, other than the advertisement, that is descriptive of the video stream” (See Kitsukawa column 5 lines 29-43).

Claim 15 contains the limitations of claims 5 and 12 and is analyzed as previously discussed with respect to those claims.

Claim 19 contains the limitations of claims 7 and 12 and is analyzed as previously discussed with respect to those claims.

Claims 10 and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kikinis (US005929849A) in view of Williams et al. (US005977964A) and Kitsukawa et al. (US006282713B1).

Claim 10 contains the limitations of claim 1 and is analyzed as previously discussed with respect to that claim. However, Kikinis does not disclose (1) “creating a user profile for the viewer indicating a type of advertisement of which the viewer wishes to be aware” and (2) “alerting the viewer when the object is linked to the indicated type of advertisement”.

(1) Williams et al. (Williams) discloses a method of automatically configuring a system based on user’s preferences. The system creates a user profile that allows the user or viewer to define favorite commercials by commercial genre or “indicating a type of advertisement of which the viewer wishes to be aware” (See column 6 line 63 –

column 7 line 10). Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify the set-top box disclosed by Kikinis to be able to create a user profile allowing the viewer to "indicate a type of advertisement of which the viewer wishes to be aware", as taught by Williams, in order to provide more convenience to the viewer by providing only the information or web pages that the viewer is interested in.

(2) Kitsukawa discloses a method for providing on-demand electronic advertising. The system is also capable of alerting the viewer when advertisement information is available or "alerting the viewer when the object is linked to the indicated type of advertisement (as taught by Williams above)" (See column 7 lines 10-20). Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify the set-top box disclosed by Kikinis in view of Williams to provide an alert to the viewer, as taught by Kitsukawa, in order to ensure that the viewer is aware that the web sites or "advertisements" they are interested in are available.

Claim 18 contains the limitations of claims 10 and 12 and is analyzed as previously discussed with respect to those claims.

Claim 11 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kikinis (US005929849A) in view of Davis et al. (US 20020099812A1).

Claim 11 contains the limitations of claims 1 and is analyzed as previously discussed with respect to that claim. Furthermore, inherently the video stream must be received or "downloaded" by the set-top box in order to display the image entity or

"video object" on the TV or "display". However, Kikinis does not disclose "creating a user profile for the viewer indicating a type of advertisement to which the viewer wishes to have access" and "only downloading the advertisement if the advertisement is of the indicated type".

Davis et al. (Davis) discloses a method for creating user profiles. The system allows the user or viewer to define what types of information they are interested in or "creating a user profile for the viewer indicating a type of advertisement to which the viewer wishes to have access". The system then uses the user profile to only download resources, i.e. web sites or advertisements, that are related to the user's interests or "only downloading the advertisement if the advertisement is of the indicated type" (See paragraph 0068). Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify the set-top box disclosed by Kikinis to be able to create a user profile allowing the viewer to "indicate a type of advertisement to which the viewer wishes to have access" and "only downloading the advertisement if the advertisement is of the indicated type", as taught by Davis, in order to provide more convenience to the viewer by providing only the information or web pages that the viewer is interested in.

### *Conclusion*

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Please take notes of Kaiser et al. (US006615408B1) for their similar method of linking video objects.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Joseph Ustaris whose telephone number is (703) 305-0377. The examiner can normally be reached on Monday-Friday with alternate Fridays off from 7:30 A.M. to 5:00 P.M.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Andrew Faile, can be reached on (703) 305-4380. The fax phone number for this Group is (703) 872-9306.

Any inquiry of general nature or relating to the status of this application or proceeding should be directed to the Group Receptionist whose telephone number is (703) 305-4700.

  
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PRIMARY EXAMINER